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MDCR Pleased That Young Males Targeted For Seat Belt Promotion, Not Enforcement

Lansing, MI – Director Linda V. Parker of the Michigan Department of Civil Rights (MDCR) today released a second statement following clarifications indicating that the “Click It or Ticket” campaign targets young males for outreach and promotional efforts, not for enforcement activities.

“We acknowledge that statements by Kent County Sheriff Larry Stelma have since been clarified, and we are pleased to find the “Click-it or Ticket” campaign is targeting young males for safety messages, not enforcement.

We agree with law enforcement that a targeted public awareness campaign is both warranted and appropriate. We would hope that all law enforcement agencies in Michigan agree that it is unacceptable to target law enforcement efforts at any group based upon their religion, race, color, national origin, age, sex, or marital status. This is both good law enforcement practice and the law in Michigan.”

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